

**JOB DESCRIPTION****JOB TITLE:** Digital Communications Officer**REPORTS TO:** Communications Manager**DEPARTMENT:** Personnel & Training Department**RATE OF PAY:** £34,314 - £37,035**DATE:** November 2024

**ROLE PURPOSE:** To lead on the development and content management of all digital channels, including our websites, social media platforms and email campaigns. Working with a range of stakeholders to co-ordinate, create and publish high-quality content across multiple channels for both internal and external audiences.

Key Area	Key Activities
<b><u>Strategic Communications</u></b>	Assist with the implementation of Apex's Communications Strategy and associated work plans. Provide professional digital communications advice to SMT, managers and staff. Track the success of digital activity using analytics and insights; and produce regular performance monitoring reports.
<b><u>Digital Communications</u></b>	Manage Apex's online channels of communication (including websites and social media) including the timely drafting of high-quality content and the production of attractive graphics, images and videos. Maintain digital media archives including photos and videos.
<b><u>Internal Communications</u></b>	Assist with the management of internal staff communication, in particular the creation and distribution of Apex's monthly staff e-zine. Develop engaging internal communications campaigns. Assist in the development of future internal communications channels.
<b><u>Photography and videography</u></b>	Capture engaging photos and videos; and edit for online use.
<b><u>Miscellaneous</u></b>	Support the Communications Team with other duties when required. Adhere to Apex's Equal Opportunities Policy and commit to the principles and aims of the Equality Scheme Section 75 duties to ensure fairness and equality in all aspects of work. Any other duties at the request of the Chief Executive. No job description can cover every issue which may arise within the post at various times, this job description is not a rigid or inflexible document but provides guidelines regarding the duties expected while in post.